

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, September 2, 2014

3:00 pm

Minutes

Present: Betsy Paterson, Kim Bova, Millie Brosseau, Rick Brosseau, and Ilze Taylor

Staff: Kathleen Paterson, Sarah Delia, Cynthia van Zelm

1. Call to order

Chair Betsy Paterson called the meeting to order at 3:09 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from August 25, 2014

The Minutes from August 25 were approved.

4. Review Master Events List

Kathleen Paterson reviewed the Master Events List. This is the last time the Master Events List will be reviewed as it is near completion.

5. Review participant packet

Ms. K. Paterson took notes from previous meetings and incorporated them into a new format for the participant packet.

Members discussed the packet page by page. There was a note to add to the rain plan that tents or canopies would not be needed inside E O Smith. **Ms. K. Paterson will ask Ralph Pemberton about tents on the E O Smith floors.**

Ms. Paterson suggested having trash bags at the Headquarters table for area captains to disseminate as needed.

6. Review Festival site plan

The Committee reviewed the site plan and booth assignments.

There was a question if some food vendors would need more or less time than that allotted for set up. It was determined to keep the times the same and ask for feedback after the Festival. The packets will be mailed on Monday, September 8.

(Millie Brosseau and Kim Bova left at 4:45 pm)

7. Distribution of Festival posters, flyers and cards

Members reviewed the lists of what they had distributed and what was left to distribute.

8. Review Task List

Volunteers: Committee members reviewed the list of volunteer assignments and discussed the general need for more volunteers this year. **Ms. K. Paterson reported that the Area Captains are confirmed; she will continue outreach to potential volunteers. Rick Brosseau will also continue outreach to potential volunteers, both for the Parade and for the Festival.**

(Ilze Taylor arrived at 5:00 pm.)

Activities: Ms. Taylor explained the plans for the mural and requested feedback the appropriate supplies and the type of background. Ms. Delia suggested including a theme to help guide participants. Ms. Paterson suggested adding "Celebrate Mansfield" on the mural and asking participants to draw what they like about the downtown or Mansfield. Ms. Taylor noted the suggestions. **She will get the supplies of temper paint and cloth and will talk to Heather Bunnell about the best size of the mural.**

(Sarah Delia left at 5:30pm)

Parade: Rick Brosseau passed out an updated list of the parade; the committee reviewed the list. **Millie Brosseau will start extensive outreach to people. Ms. B. Paterson will follow up with the Democrats to confirm their appearance in the parade.**

Set-up: **Ms. K. Paterson will work with Bryan Wosczyzna from Local Stage Productions on the logistics of getting the tent to the Town Square stage area.** Mr. Brosseau shared an email from Steve from Euphoria Events with questions regarding set-up. **Ms. K. Paterson will respond to Steve directly [Done].**

Ms. K. Paterson explained the suggestion from Mr. Wosczyzna to block off Royce Circle between Dog Lane and Bolton Road Ext. to take down the stage tent. **Ms. K. Paterson will talk with Matt and Rich Cournoyer to see if this is possible.**

9. Review Supplies List

The bins from the storage area underneath the Town Hall will need to be transported to the Partnership Office. **Ms. Cynthia van Zelm will request that Beth Spinner have the labelled bins delivered to the Partnership Office. (Done)**

Ms. K. Paterson will ask H. A. Café if their water can be used to place in jugs for water for volunteers.

Ms. K. Paterson will update and send out the Supplies List. Members should start bringing in material on Monday, September 8.

10. Adjourn

The meeting adjourned at 6:00 PM.

Minutes prepared by Sarah Delia and Cynthia van Zelm